

REP HEADLINE# 6252263  
\*\*\* UNAPPROVED REV #1 \*\*\*

325201

REP: TEL# 415-433-1966 FAX# 415-433-0647  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG2/12 13.09  
\*\*\* CHANGES \*\*\* \*\* WFTV-TV \*\*\*

ADV # ADV. NAME POLI/S ADAMS/R/CON/FL

AGY # AGY. NAME GATEWAY MEDIA

2150 RIVER PLAZA DRIVE, SUITE 150

SACRAMENTO, CA 95833

REP. # OFF. # 79 SALESMAN #

BUYER NAME KURT SNOW

SALES PRSN SF- BETSY MCREDDIE

ORDER # CONTRACT # 6252263

CLASS: NATL. LOCAL REGIONAL

PRDCT SANDY ADAMS-CONGRESS EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG3/12 AUG7/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG2/12 13.09

REP: REVISED TO INPUT SHARES  
PLS CFM  
THANKS  
ROBIN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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NO BUYS TO PRINT

AUG/12 40285.00

CONTRACT TOTAL 40285.00  
TOTAL SPOTS 63

MARKET TOTALS \$85,712 WFTV 47% WKMG 27% WESH 11% WOFL 7% WKCF 1% WRBW 1% CABL 0%  
WOPX 0% WRDQ 6% EFTV 0%

BUYER REPORTED OUR SHARE. MARKET ESTIMATED

SVC- NSI BOOKS- JUL/PJ MAY/12 AUG/11  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

AUG2/12 12.59  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30		\$300.00	8/3	8/3	1		FRI	1
PROGRAM : NEWS												
RA35+ : 1.4												
2			500A-530A	30		\$300.00	8/6	8/7	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 1.4												
3			700A-900A	30		\$1,200.00	8/3	8/3	1		FRI	1
PROGRAM : GMA												
RA35+ : 4.0												
4			700A-900A	30		\$1,200.00	8/6	8/7	2		M-TU	2
PROGRAM : GMA												
RA35+ : 4.0												

AUG2/12 12.59  
\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			530A-600A	30		\$575.00	8/3	8/3	1		FRI	1
PROGRAM : NEWS												
RA35+ : 1.6												
6			530A-600A	30		\$575.00	8/6	8/7	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 1.6												
7			700A-900A	30		\$625.00	8/4	8/4	2		SAT	2
PROGRAM : NEWS												
RA35+ : 2.7												
8			500A-600A	30		\$160.00	8/4	8/4	1		SAT	1
PROGRAM : NEWS												
RA35+ : 0.8												
9			900A-1000A	30		\$625.00	8/4	8/4	1		SAT	1
PROGRAM : GMA												
RA35+ : 2.4												
10			600A-700A	30		\$475.00	8/4	8/4	1		SAT	1
PROGRAM : NEWS												
RA35+ : 1.6												
11			700A-900A	30		\$625.00	8/5	8/5	2		SUN	2
PROGRAM : NEWS												
RA35+ : 2.7												
12			500A-600A	30		\$160.00	8/5	8/5	1		SUN	1
PROGRAM : NEWS												
RA35+ : 0.6												
13			600A-700A	30		\$475.00	8/5	8/5	1		SUN	1
PROGRAM : NEWS												
RA35+ : 1.6												
14			1200N-100P	30		\$500.00	8/3	8/3	1		FRI	1
PROGRAM : NEWS												
RA35+ : 3.4												

REP: TEL# 415-433-1966 FAX# 415-433-064/  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
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\*\*\* WFTV-TV \*\*\*

:LINE#	:	REP :	CD :		TIME PERIOD :		LGTH :		SEC :		RATE :		START DATE :		END DATE :	SPTS /WK:	WEEK INVT :	DAYS :	TOTL SPTS:
: LINE#	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:	:
15					PROGRAM : NEWS RA35+ : 3.4		30		3		\$500.00		8/6		8/7	2		M-TU	2
16					PROGRAM : MILLIONAIRE/FEUD RA35+ : 2.1		30		3		\$275.00		8/3		8/3	1		FRI	1
17					PROGRAM : DRS RA35+ : 2.0		30		3		\$275.00		8/3		8/3	1		FRI	1
18					PROGRAM : DR OZ RA35+ : 2.4		30		3		\$625.00		8/3		8/3	1		FRI	1
19					PROGRAM : DR OZ RA35+ : 2.4		30		3		\$625.00		8/6		8/7	2		M-TU	2
20					PROGRAM : NEWS RA35+ : 7.4		30		3		\$1,700.00		8/3		8/3	1		FRI	1
21					PROGRAM : NEWS RA35+ : 7.4		30		3		\$1,700.00		8/6		8/7	2		M-TU	2
22					PROGRAM : NEWS RA35+ : 7.4		30		3		\$1,150.00		8/3		8/3	1		FRI	1
23					PROGRAM : NEWS RA35+ : 4.8		30		3		\$1,150.00		8/6		8/7	2		M-TU	2
24					PROGRAM : NEWS RA35+ : 4.8		30		3		\$625.00		8/4		8/4	1		SAT	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25			600P-630P	30		\$1,000.00	8/5	8/5	1		SUN	1
PROGRAM : NEWS												
RA35+ : 5.8												
26			700P-800P	30		\$1,600.00	8/3	8/3	1		FRI	1
PROGRAM : JEP/WHEEL												
RA35+ : 8.6												
27			700P-800P	30		\$1,600.00	8/6	8/7	2		M-TU	2
PROGRAM : JEP/WHEEL												
RA35+ : 8.6												
28			700P-800P	30		\$525.00	8/4	8/4	1		SAT	1
PROGRAM : JEP/WHEEL												
RA35+ : 3.9												
29			1135P-1205A	30		\$575.00	8/3	8/3	1		FRI	1
PROGRAM : NIGHTLINE												
RA35+ : 2.8												
30			1135P-1205A	30		\$575.00	8/6	8/7	2		M-TU	2
PROGRAM : NIGHTLINE												
RA35+ : 2.8												
31			1100P-1135P	30		\$1,150.00	8/3	8/5	3		F-SU	3
PROGRAM : NEWS												
RA35+ : 3.9												
32			1100P-1135P	30		\$1,150.00	8/6	8/7	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 3.9												
33			200A-459A	30		\$45.00	8/3	8/3	1		FRI	1
PROGRAM : NEWS												
RA35+ : 0.2												
34			200A-459A	30		\$45.00	8/6	8/7	2		M-TU	2
PROGRAM : NEWS												
RA35+ : 0.2												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			1130P-1200M	30		\$300.00	8/5	8/5	1		SUN	1
PROGRAM : SPORTSLINE												
RA35+ : 1.8												
36			105A-135A	30		\$120.00	8/3	8/3	1		FRI	1
PROGRAM : JIM												
RA35+ : 0.7												
37			105A-135A	30		\$120.00	8/6	8/7	2		M-TU	2
PROGRAM : JIM												
RA35+ : 0.7												
38			1205A-105A	30		\$250.00	8/3	8/3	1		FRI	1
PROGRAM : KIMMEL												
RA35+ : 1.2												
39			1205A-105A	30		\$250.00	8/6	8/7	2		M-TU	2
PROGRAM : KIMMEL												
RA35+ : 1.2												
40			135A-205A	30		\$90.00	8/3	8/3	1		FRI	1
PROGRAM : COMICS												
RA35+ : 0.4												
41			135A-205A	30		\$90.00	8/6	8/7	2		M-TU	2
PROGRAM : COMICS												
RA35+ : 0.4												
42			1205A-105A	30		\$190.00	8/4	8/4	1		SAT	1
PROGRAM : CRIMINAL MINDS												
RA35+ : 0.9												
43			1200M-100A	30		\$160.00	8/5	8/5	1		SUN	1
PROGRAM : NUMBERS												
RA35+ : 0.6												
44			1200N-1230P	30		\$300.00	8/4	8/4	1		SAT	1
PROGRAM : NEWS												
RA35+ : 2.3												

REP HEADLINE# 6252263  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 415-433-1966 FAX# 415-433-0647  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG2/12 12.59  
 \*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45			1200N-1230P	30	3	\$300.00	8/5	8/5	1		SUN	1
PROGRAM : NEWS												
RA35+ : 3.1												
AUG/12 40285.00												
CONTRACT TOTAL												40285.00
TOTAL SPOTS												63

COMPETITIVE INFORMATION NOT YET AVAILABLE.  
 SVC- NSI BOOKS- JUL/PJ MAY/12 AUG/11  
 DEMOS- RA35+\*